

SUSPECT CREATES EPIC REALIZATION OF PENGUIN WAR

NEW YORK, NEW YORK – April 21, 2006 – New York based-visual effects and design studio SUSPECT has completed comprehensive visual effects work for a commercial promoting the Full Frame Film Festival, a spoof of the Oscar winning documentary "March of the Penguins". The spot premiered at the Festival on April 8, during its "Center Frame" -- a special screening of *AI Franken:God Spoke*.

To shoot this Hollywood satire of "March of the Penguins", director Kevin Donovan traveled to an unlikely destination; Capetown, South Africa -- the home to a related species of warm weather penguins. Obviously, the location alone would demand extensive visual effects work to transform the heart of a South African desert into a chilly winter battleground. This is not to mention the several penguin duplication and cg replication scenes. Add compositing a few more practical effects like explosions and battle scenes and you have a very extensive, very intense FX commercial.

SUSPECT Partner and Visual Effects Supervisor Tim Crean said, "We really had a blast doing this -- everyone was really open to the crazy ideas we came up with during the process."

The story revolves around a rogue team of mercenaries who lost one of their crew in the battle. They have just set up camp when the army of penguins begin to approach. With retribution on his mind, the "Captain" attempts to take down the penguin leader. This only serves to anger the black and white menaces who begin firing away at the humans with their laser-shooting eyes. Finally overrun by the sheer numbers, doom is surely near for the heroes when the title card appears "Some stories make better documentaries" with the logo for the Full Frame Festival.

Donovan reflected on the project, "The guys at SUSPECT, Tim and Rob and the whole crew made this ugly duckling their new little pet. Much of what they did was simply creating thousands of penguins that never existed -- and miraculously meshing them into the shots where real and animatronic birds already sat. "

SUSPECT Executive Producer Rob Appelblatt added, "the ability of our effects work to contribute to the spot's overall concept was especially rewarding for us. Working closely with the director and creative team really added to visualizing an epic scope to the production."

Copywriter Mitch Bennett discussed the "Penguins" project: "Full Frame is positioned as Realitywood -- the opposite of Hollywood. So the idea was to show what would happen if Hollywood re-made famous documentaries. Every decision was made through the lens of what Hollywood would do. Historically, Hollywood would throw a billion dollars at it. So the challenge was to make it look as realistically Hollywood as possible. SUSPECT blew our minds at every step. Suddenly, our arctic footage had come to life in Star Wars-ian proportions. Now penguins were marching in formation. Lasers were ricocheting off helmets. Huge icescapes loomed behind ridiculous explosions. Guts were everywhere. It was more than we had ever hoped for. The spot ran at the festival to a huge ovation."

Penguins is the creation of McKinney (Durham, NC) and was conceived by Art Director Wes Whitener, Copywriter Mitch Bennett and Producer Regina Brizzolara, and shot by Director Kevin Donovan via Form, Producer Tara Handley and Cinematographer Trevor Brown.

The film's visual effects were created by a SUSPECT team led by Tim Crean, company Partner/Creative Director/ Visual Effects Designer, and included Partner/Executive Producer Rob Appelblatt, Lead 3-D Artist Steve Burger, 3-D Artist Erwin Riau, Lead Flame Artist Jason Cunningham, Flame Artists Chris Coleman, Tony Robins and Ricky Weissman.

Editor Charly Bender cut the project at Homestead Editorial (New York, NY) with Executive Producer Lance Doty.

The sound design and original composition which underscores "Penguins" were created at Fluid (New York, NY) by Composer Andrew Sherman, Executive Producer David Shapiro, and Music Producer Ian Jeffreys.

The final audio mix was engineered by Mixer Tom Jucarone of Sound Lounge (New York, NY).

Founded in 1998, and now recognized as the premier documentary film festival in the United States by both The New York Times and indieWIRE, the Full Frame Documentary Film Festival celebrates the power and artistry of documentary film. The festival is an important arena for documentary filmmakers — a place where they can showcase their work theatrically in an environment that stimulates conversation and community between other

filmmakers, industry executives and the general public.

SUSPECT is headquartered at 32 West 22 Street, third floor, New York, New York 10010. For more information, or to see a reel, contact Lorin Munchick, Director - New Business Development or Rob Appelblatt, Executive Producer phone: 212-358-8475, fax: 212-242-3588. Visit the SUSPECT website at www.suspect.tv.